

RESOLUTION NO. 2011-135

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR  
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING  
PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

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WHEREAS, Downtown Lodi Business Improvement Area No. I was established December 17, 1997, by City Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report as required by Streets and Highways Code 336533 has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk,
2. Establishes October 5, 2011, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highways Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2012 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area and the boundaries of each separate benefit zone within the area set forth in a Map, Exhibit D, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the Area include marketing and promotional efforts; event coordination; and other activities with the goal to promote retail activities. A detailed description of activities is included in the Annual Report, Exhibit A, and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code § 36524 and 36525.

Date: August 17, 2011

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I hereby certify that Resolution No. 2011-135 was passed and adopted by the Lodi City Council in a regular meeting held August 17, 2011, by the following vote:

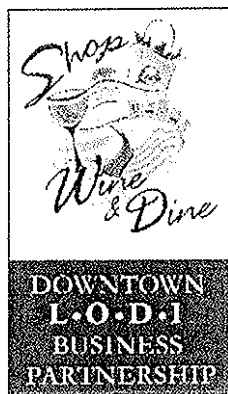
AYES: COUNCIL MEMBERS – Hansen, Katzakian, Mounce, Nakanishi, and Mayor Johnson

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None

  
RANDI JOHL  
City Clerk



## DOWNTOWN LODI BUSINESS PARTNERSHIP **2011 ANNUAL REPORT**

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### **B.I.D. INFORMATION**

- California Streets and Highway Code Requirements
- Articles of Incorporation
- Benefit Fee Schedule
- Map of Zoned Business Improvement District
- Mission Statement

### **BUDGET & FINANCIALS**

- Funding & Expense Flow Chart
- 2011 Proposed Budget
- 2010 Balance Sheet
- 2010 Profit & Loss Statement
- 2011 2<sup>nd</sup> Quarter Balance Sheet
- 2011 2<sup>nd</sup> Quarter Profit & Loss Statement

### **DOWNTOWN EVENTS**

- 2011 & 2012 Calendar of Events
- Event Highlights

### **DOWNTOWN MARKETING & CAMPAIGNS**

- Marketing Activities and Plans
- DLBP Marketing Material

*Prepared by Jaime Watts, Executive Director  
& Nancy Byer-Hauan, President*



August 9, 2011

Mr. Rad Bartlam, City Manager  
City of Lodi  
221 W. Pine Street  
Lodi, CA 95240

Re: DLBP Annual Report 2011

Dear Mr. Bartlam,

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you by September of each year our annual report and budget.

In addition, the *State of California Streets and Highways code*, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you with eight copies, five for the City Council, one for the City Clerk, one for the City Attorney and one for yourself.

Thank you for your continued support.

Sincerely,

A handwritten signature in cursive script that reads 'Jaime Walls'.

Jaime Walls, Executive Director  
Downtown Lodi Business Partnership



## 2011 ANNUAL REPORT

**items** listed below refer to Section 36533(b) of the California Streets and Highway Code:

No changes in boundaries of benefit zones within the area are proposed.

No physical improvements are planned.

Budget for the 2011 calendar year is enclosed.

The budget details all sources of income and projected expenses.

A Benefit *Fee* Schedule and a Map of the Business Improvement Area are enclosed.

2038309  
ENDORSED  
FILED

In the office of the Secretary of State  
of the State of California

MAR 31 1998

ARTICLES OF INCORPORATION OF  
DOWNTOWN LODI BUSINESS PARTNERSHIP  
A California Nonprofit Mutual Benefit Corporation

*Bill Jones*  
BILL JONES, Secretary of State

One: The name of the corporation is Downtown Lodi Business Partnership (A California Nonprofit Mutual Benefit Corporation).

Two: This corporation is a nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in my lawful act or activity for which a corporation may be organized under such law.

Such purposes for which this corporation is formed are to promote and improve the downtown Lodi business area, to generally improve business conditions in the downtown area, and to generally enhance the downtown area of the City of Lodi. Notwithstanding any other provision of these articles, this corporation shall not engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

Three: The name and address of the corporation's initial agent for service of process is Ronald M. Beckman, Esq., 111 N. Church Street, Lodi, California, 95240.

Four: The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.

Five: No part of the net earnings of the corporation shall inure to the benefit of any member or private shareholder, as defined for purposes of Section 501 (c) (5) of the Internal Revenue Code of 1954.

Dated: March 31, 1998

*Ronald M. Beckman*  
\_\_\_\_\_  
Ronald M. Beckman, Incorporator





## DOWNTOWN LODI BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE B
Retailers/Restaurants*	\$240 (1-3 Employees)	\$120
	\$360 (4-6 Employees)	\$180
	\$480 (7+ Employees)	\$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

*\*Note: Retail and restaurant businesses are assessed based on the number of employees either full-time, or the equivalent made up of multiple employees.*

### BUSINESS TYPE DEFINITIONS:

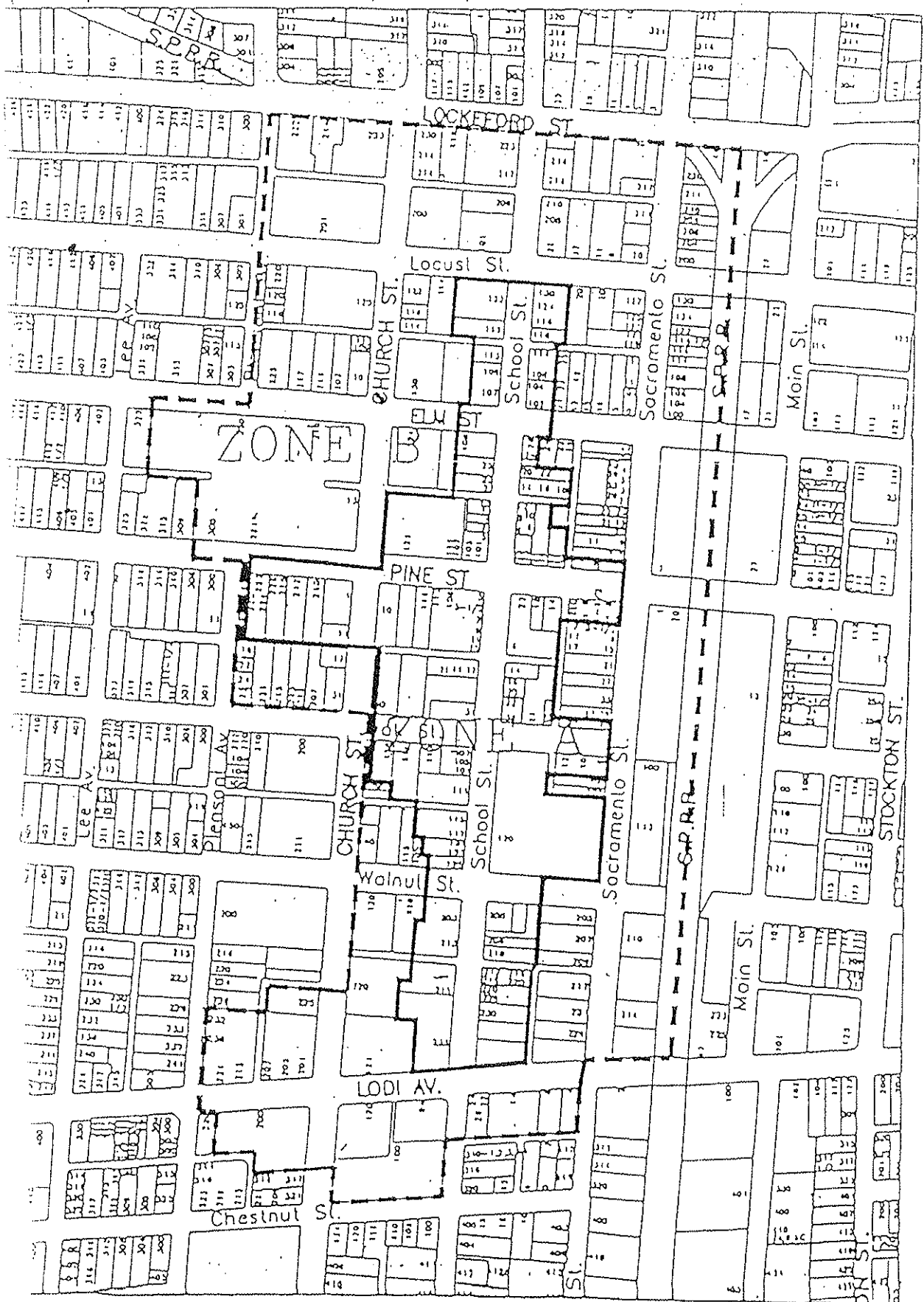
**Retail and Restaurant** – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

**Service Businesses** – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, *etc.*

**Professional Businesses** – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses which require advanced or specialized licenses, and/or advanced academic degrees.

**Financial Institutions** – Includes **banking** and savings and loan institutions, as well as credit unions, *etc.*

Downtown Lodi Business Partnership  
4 West Pine Street, Lodi, California 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)



DOWNTOWN LODI BUSINESS PARTNERSHIP

EXHIBIT D



## MISSION STATEMENT

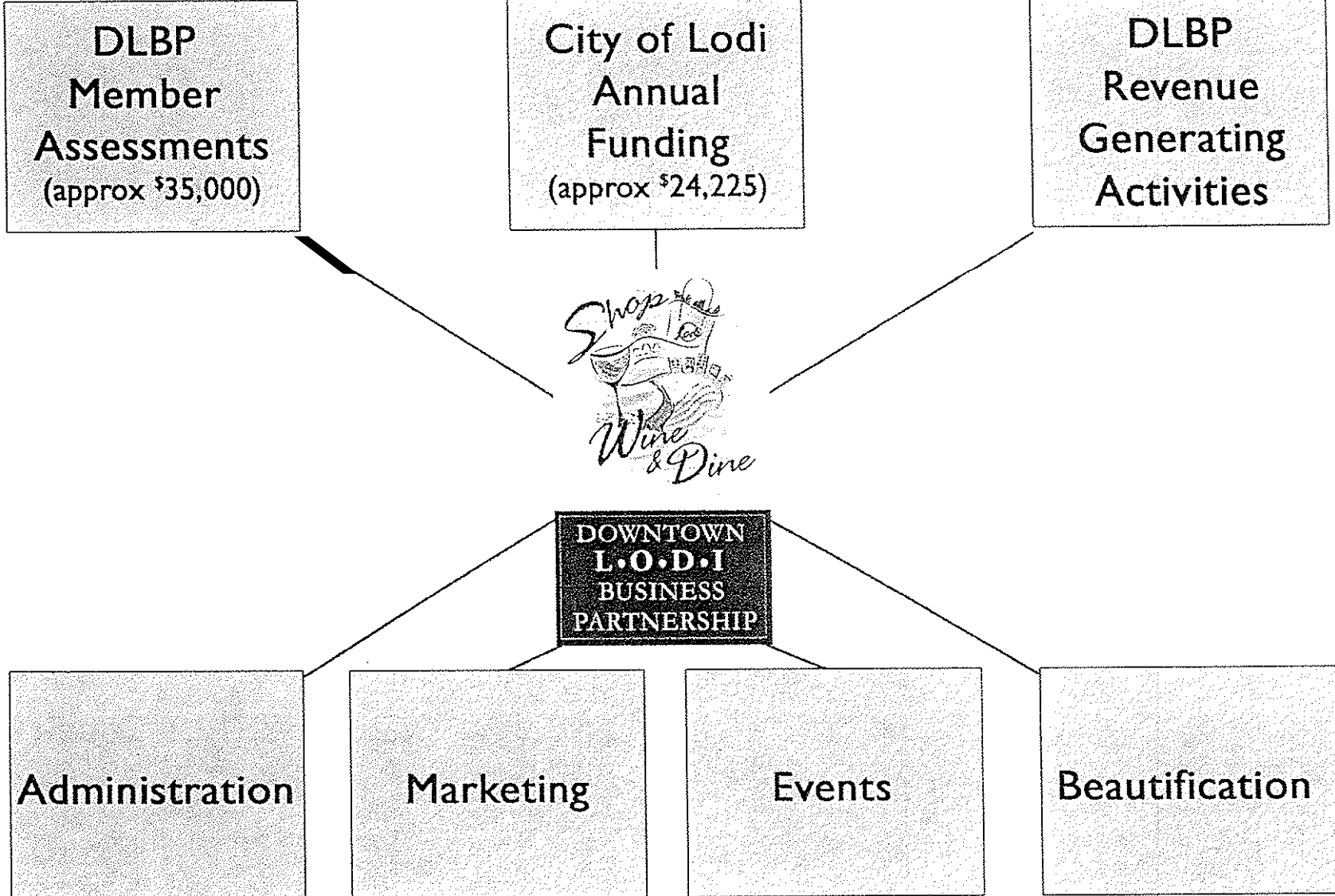
The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants, is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi, and to maintain its economic health on an on-going basis.

This will be accomplished by:

- Encouraging development of new businesses, while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and downtown events
- Serving as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public

4 West Pine Street, Lodi, Ca 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)





# **Downtown Lodi Business Partnership**

## **Proposed Budget**

*January 1, 2011 through December 31, 2011*

<b>Income</b>	
Assessment Fees	35000.00
City of Lodi	24225.00
Event Revenue	
Farmers Market	74500.00
Parade of Lights	1 1775.00
Street Banner Program	1500.00
Passport Promotions	1000.00
Miscellaneous Events & Sales	<del>2000.00</del>
<b>Total Income</b>	<b>150,000.00</b>

### **Expenses**

Administrative	
Director's Salary	47100.00
Staff Wages	2000.00
Payroll Taxes	4500.00
Contract Labor	5000.00
Event Commission	5000.00
Insurance	10000.00
Professional Fees	3000.00
Rent	4500.00
Storage	780.00
Office Supplies	3500.00
Office Equipment	1000.00
Bank & Merchant Fees	500.00
Postage	300.00
Utilities (phone, internet, alarm, etc.)	5000.00
Marketing Expenses	
Advertising, Marketing & Promotions	2900.00
Travel	800.00
Public Relations	600.00
Seminars & Conferences	500.00
Website	2000.00
Membership Expenses	
Newsletters	300.00
Quarterly Mixers	200.00
Plaques & Trophies	200.00
Sunshine Committee	200.00

Revitalization Expenses	
Downtown Beautification & Flowers	1000.00
Kiosks (maps, printing, maintenance)	1500.00
Event Expenses	
Farmers Market	40500.00
Parade of Lights	2000.00
Street Banner Program	525.00
Community Trick-or-Treat & Fall Fest	500.00
Winterfest	1000.00
Passport Promotions	100.00
Miscellaneous Events & Sales	
<b>Total Expenses</b>	<b>150,000.00</b>

Downtown Lodi Business Partnership  
**Balance Sheet:**  
**As of December 31, 2010**

Cash basis

	Dec 31, 10
	.....
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Farmers Savings	196.40
Farmers & Merchants Bank	1,188.25
Petty Cash	<u>-200.15</u>
Total Checking/Savings	1,183.50
Accounts Receivable	
Accounts Receivable	475.00
Total Accounts Receivable	<u>475.00</u>
Total Current Assets	1,658.50
Fixed Assets	
Office Equipment	12,959.38
Furniture & Fixtures	2,712.99
Accumulated Depreciation	<u>-9,985.13</u>
Total Fixed Assets	<u>5,687.34</u>
<b>TOTAL ASSETS</b>	<u><u>7,345.84</u></u>
	.....
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-10.30
Total Accounts Payable	-10.30
Credit Cards	
Card Services - Visa	<u>2,521.12</u>
Total Credit Cards	<u>2,521.12</u>
Total Current Liabilities	2,510.82
Total Liabilities	2,510.82
Equity	
Retained Earnings	4,031.20
Net Income	<u>603.82</u>
Total Equity	4,835.02
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>7,345.84</u></u>
	.....

# Downtown Lodi Business Partnership Profit & Loss

January through December 2010

Cash Basis

	Jan. Dec 10
Downtown Beautification .Other	420.80
Total Downtown Beautification	400.82
<b>Kiosk Update</b>	1,231.18
Total Revitalization	1,772.00
Event Expenses	
Refunds	037.50
Advertising	3,932.69
Awards/Banners/Posters	340.03
Beverage Expense	40,199.47
Entertainment	7,748.38
Equipment Rental	624.10
Labor/Repairs	5,906.16
License/Permits/Inspection	2,293.90
Mileage & Meetings	533.15
Other Expense	380.00
Postage & Delivery	644.98
Marketing / Promotions	1,465.67
Signage	460.95
Sanitation	1,873.53
Supplies	4,505.66
Total Event Expenses	71,793.05
Total Expense	189,852.67
Net Ordinary income	003.82
Net Income	803.82

# Downtown Lodi Business Partnership

## Profit & Loss

Cash Basis

January through **December** 2010

	Jan -Dec 10
Ordinary Income/Expense	
Income	
Member Assessment Fees	37,712.00
City of Lodi Funds	35,825.00
Event Revenue	
Advertising & Promotion Revenue	950.00
Beverage Sales	44,591.49
Parade Entry Fees	9,285.00
Sponsorship	19,285.75
Vendor Fee	40,546.00
Other Income	1,843.00
Total Event Revenue	116,501.24
IRS Refund Income	18.25
Friends of Downtown	500.00
<b>Total Income</b>	<b>190,656.49</b>
Expense	
Administrative Expenses	
Advertising	55.79
Bank Service Charges	1,545.18
Contract Labor	3,742.00
Dues and Subscriptions	451.00
Insurance-D & O and State Fund	1,975.74
Insurance - Events Liability	5,778.59
Interest	331.10
Licenses & Permits	185.30
Office Maintenance & Repairs	1,019.91
Office Supplies	11,363.22
Payroll Expenses	
Director's Wages	49,607.79
Staff Wages	10,508.92
Payroll Taxes	10,763.89
Cell Phone	1,500.00
Total Payroll Expenses	72,380.60
Penalties	1,422.26
Professional Fees	
Accounting/Payroll Fees	563.00
Total Professional Fees	563.00
Rent	3,955.00
Taxes	75.00
Utilities	6,506.50
Total Administrative Expenses	111,349.89
Marketing Expenses	
Advertising & Promotions	
Annual Banner Program	735.67
Advertising & Promotions, Other	1,102.50
Total Advertising & Promotions	1,838.17
Mileage & Meetings	108.32
Public Relations	959.18
Website	1,177.19
Total Marketing Expenses	4,103.86
Membership	
Postage and Delivery	352.26
Quarterly Mixers	82.22
Sunshine Committee	393.39
Total Membership	533.87
Revitalization	
Downtown Beautification	
Supplies	60.04

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Cash Basis

Downtown Lodi Business Partnership  
**Balance Sheet**  
As of June 30, 2011

Jun 30, 11

ASSETS

Current Assets

Checking/Savings

Farmers Savings 3,580.47

Farmers & Merchants Bank 4,981.52

Petty Cash 455.74

Total Checking/Savings 9,017.73

Accounts Receivable

Accounts Receivable -350.00

Total Accounts Receivable -350.00

Other Current Assets

Undeposited Funds -305.00

Total Other Current Assets -305.00

Total Current Assets 8,362.73

Fixed Assets

Office Equipment 12,959.98

Furniture & Fixtures 2,712.99

Accumulated Depreciation -9,985.63

Total Fixed Assets 5,687.34

TOTAL ASSETS 14,050.07

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities 1,872.82

Payroll Liabilities

Total Other Current Liabilities 1,872.82

Total Current Liabilities 1,872.82

Total Liabilities 1,872.82

Equity

Retained Earnings -1,103.10

Net income 13,280.35

Total Equity 12,177.25

TOTAL LIABILITIES & EQUITY 14,050.07

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Cash Basis

## Downtown Lodi Business Partnership

### Profit & Loss

January through June 2011

Jan. Jun 11

#### Ordinary Income/Expense

Income	
Member Assessment Fees	39,163.00
City of Lodi Funds	7,125.00
Event Revenue	
Advertising & Promotion Revenue	1,324.10
Beverage Sales	13,073.32
Parade Entry Fees	60.00
Sponsorship	16,200.00
Vendor Fee	24,930.00
Other income	4,620.00
Total Event Revenue	60,207.42
TNT Fireworks	2,587.38
Return Check Charge	621.00
Friends of Downtown	250.00
Total Income	109,953.80

#### Expense

Administrative Expenses	
Bank Service Charges	
Merchant Fees	240.00
Bank Service Charges. Other	204.02
Total Bank Service Charges	444.02
Contract Labor	3,854.00
CC Negotiated Settlement	-1,512.67
Dues and Subscriptions	51.00
Equipment Lease	2,737.14
Insurance-D & O and State Fund	672.00
insurance - Events Liability	3,063.44
Interest	37.46
Licenses & Permits	20.00
Office Maintenance & Repairs	288.29
Office Supplies	2,501.50
Payroll Expenses	
Director's Wages	31,177.90
Payroll Taxes	8,326.47
Total Payroll Expenses	39,504.37
Postage	329.00
Professional Fees	
Accounting/Payroll Fees	1,342.00
Total Professional Fees	1,342.00
Rent	
Storage	390.00
Rent. Other	4,200.00
Total Rent	4,590.00
Security	550.00
Sponsorship Sales Commission	2,250.00
Taxes	50.00
Telephone/Internet	1,438.89
Total Administrative Expenses	67,210.44
Prior Years Taxes	0.00
Marketing Expenses	
Advertising & Promotions	
Annual Banner Program	179.44
Total Advertising & Promotions	179.44
Public Relations	340.00
Website	1,276.39
Total Marketing Expenses	1,795.83



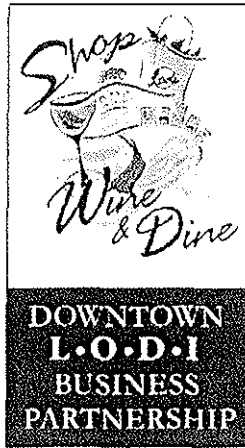
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Cash Basis

## Downtown Lodi Business Partnership

### Profit & Loss

January through June 2011

	Jan.	Jun 11
Membership		
Plaques & Trophies		283.55
Postage and Delivery		259.84
Total Membership		543.39
Revitalization		
Downtown Beautification		
Supplies	555.73	
Labor/Repairs	100.00	
Downtown Beautification - Other	10000	
Total Downtown Beautification	755.73	
Kiosk Update	472.13	
Total Revitalization		1,227.86
Event Expenses		
Awards/Banners/Posters	79.71	
Beverage Expense	15,227.45	
Entertainment	3,900.00	
Equipment Rental	53.00	
Labor/Repairs	1,683.14	
License/Permits/Inspection	2,075.05	
Postage & Delivery	10.95	
Marketing / Promotions	188.30	
Signage	2,547.35	
Sanitation	3,721.01	
Supplies	1,410.27	
Total Event Expenses	30,895.93	
Total Expense		96,673.45
Net Ordinary Income		13,280.35
Net Income		<u>13,280.35</u>



## 2011 Calendar of Events

### **Valentine's Day Promotion**

"Coupler Passport to Downtown Lover's Lane"  
Saturday, February 12<sup>th</sup>

### **Downtown Farmers Market**

Every Thursday beginning  
June 2<sup>nd</sup> through September 29<sup>th</sup>

### **6<sup>th</sup> Annual "Stuck in Lodi" Car Show**

Saturday, August 6<sup>th</sup>

### **3<sup>rd</sup> Annual Fall Flavor Fest**

"The Best of Downtown's Night Life"  
Saturday, October 8<sup>th</sup>

### **Downtown Trick-or-Treat & Festival**

Saturday, October 29<sup>th</sup>

### **16<sup>th</sup> Annual Parade of Lights**

Thursday, December 1<sup>st</sup>

### **Downtown Winterfest**

Horse Drawn Carriage Rides & Holiday Festivities  
Saturdays, November 26<sup>th</sup>, December 3<sup>rd</sup> & 10<sup>th</sup>

## 2012 Calendar of Events

### **Valentine's Day Promotion**

"Coupler Passport to Downtown Lover's Lane"  
Saturday, February 11<sup>th</sup>

### **Downtown Farmers Market**

Every Thursday beginning  
June 7<sup>th</sup> through September 27<sup>th</sup>

### **7<sup>th</sup> Annual "Stuck in Lodi" Car Show**

Saturday, August 4<sup>th</sup>

### **4<sup>th</sup> Annual Fall Flavor Fest**

"The Best of Downtown's Night Life"  
Saturday, October 6<sup>th</sup>

### **Downtown Trick-or-Treat & Festival**

Saturday, October 27<sup>th</sup>

### **17<sup>th</sup> Annual Parade of Lights**

Thursday, December 6<sup>th</sup>

### **Downtown Winterfest**

Horse Drawn Carriage Rides & Holiday Festivities  
Saturdays, November 24<sup>th</sup>, December 1<sup>st</sup>, 8<sup>th</sup> & 15<sup>th</sup>

Visit [www.downtownlodi.com](http://www.downtownlodi.com)  
for detailed event descriptions and more information



## 2011 Downtown Marketing Program

The Downtown Lodi Business Partnership has three programs that provide marketing opportunities for your business. You can pick and choose any combination that best meets your organization's goals or all three programs at a discounted price!

### Annual Banner Attachment Program

Your annual sponsorship includes an attachment banner with your business name, address and phone number. For an additional \$40 you can add your full color logo. Please send a full color, high quality pdf file to [jaimie@downtownlodi.com](mailto:jaimie@downtownlodi.com). Your banner will be guaranteed a prime location downtown until March 2012. Advertise your business & support downtown!

- |  |  |   |  |
|--|--|---|--|
| <input type="checkbox"/> New Sponsorship<br>DLBP Member<br>\$250 year                                  | <input type="checkbox"/> New Sponsorship<br>Non-Member<br>\$300 year | <input type="checkbox"/> Renewal<br>DLBP Member<br>\$200 year | <input type="checkbox"/> Renewal<br>Non-Member<br>\$250 year |
| <input type="checkbox"/> Yes! Add my full color logo on both sides of my banner for an additional \$40 |  |   |  |



### www.downtownlodi.com web advertisement - 6 month run

The Downtown Lodi Business Partnership has advertising space available on [www.downtownlodi.com](http://www.downtownlodi.com). The website averages over 20,000 hits per month and is the official site for downtown events and promotions. You can provide your own .jpg artwork that is 430 pixels wide x 60 pixels high, or for an additional \$25 the DLBP will design your advertisement for you. Your web advertisement will run for 6 months. Visit the website and view the banner ads at the bottom for examples. The exposure is priceless!

### Website Page linked to www.downtownlodi.com

If you don't have your own website, but want your business highlighted with photos and detailed information, the DLBP can custom design a page for you that links to downtown's website. We will come to your establishment, take photos, gather information and design a page that links to [www.downtownlodi.com](http://www.downtownlodi.com). If you are a DLBP member, your page will be linked to your business listing under your category, if you are a non-member, your page will be linked to a listing under the "Friends of Downtown" category. For an example of an existing website page visit the website, downtown businesses, category "Specialty Home". McKinley's Frame Shop.

#### Menu for DLBP Members

- |   |                             |
|---|-----------------------------|
| <input type="checkbox"/> Banner Program | \$_____ (Amount from above) |
| <input type="checkbox"/> Website Ad     | \$50 for 6 months           |
| <input type="checkbox"/> Web Ad Design  | \$25                        |
| <input type="checkbox"/> Website Page   | \$40                        |

#### Menu for Non-DLBP Members

- |   |                             |
|---|-----------------------------|
| <input type="checkbox"/> Banner Program | \$_____ (Amount from above) |
| <input type="checkbox"/> Website Ad     | \$75 for 6 months           |
| <input type="checkbox"/> Web Ad Design  | \$25                        |
| <input type="checkbox"/> Website Page   | \$50                        |

#### Bundle Package for all 3 Programs!

Only \$345 A Savings of \$60!

Includes Full Color Banner Attachment & Web Ad Design

#### Bundle Package for all 3 Programs!

Only \$430 A Savings of \$60!

Includes Full Color Banner Attachment & Web Ad Design

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ e-mail: \_\_\_\_\_

Total Amount Enclosed: \$ \_\_\_\_\_

Comments/Location Request: \_\_\_\_\_

Return application & payment to DLBP, P.O. Box 1565, Lodi, CA 95241 or call (209) 369-8052 for more information